JOB TITLE: Marketing/Communications Assistant

REPORTS TO: Director of Communication for Tech Parks Arizona

Employee Classification: Non-Exempt-Hourly

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JOB SUMMARY
The Marketing/Communication Assistant will assist the Director of Communication in fostering the mission and outreach of the University of Arizona Tech Park, University of Arizona Tech Park at The Bridges, and the University of Arizona Center for Innovation startup incubator. Tech Parks Arizona creates the place, environment and interactive ground that generates, attracts and retains technology companies and talent in alignment with the research mission and goals of the University of Arizona.

DUTIES & ESSENTIAL JOB FUNCTIONS
The Marketing/Communications Assistant duties include:

- Assist with social media based on strategy and target personas - posting, creating content, and calendaring
- Collaborate with internal and external professionals to coordinate brand awareness and unified messaging through content development, graphics, and communication tactics
- Execute communication campaigns including developing articles, graphics and publishing
- Maintain the consistency and relevance of the Tech Park website
- Assist with press activities including writing press releases, curating media lists, press calls, and developing media toolkit
- Review and edit documents, emails, marketing material and other outbound information
- Develop monthly newsletters
- Take photos and videos and maintain organized photo library
- Upkeep print and digital marketing material
- Track impressions and report on media, newsletters, social, and website analytics
- Assist in developing brand ambassador program, including talking points and presentation, and continual maintenance and updates
- Assist Director in direct email, online marketing, and generating leads
- Monitoring business development platforms for inquiries, leads, and trends
- Performance of additional job duties as assigned

QUALIFICATIONS/REQUIREMENTS/SKILLS

- Ability to learn digital platforms for website, newsletter, etc
- Willingness to take risks
- Work 20-25 hours/week, on occasion role may require weekend, after hours, or extended work weeks to accomplish deadlines and goals.
- Proficiency in Microsoft Office Suite
- Well-developed communication skills, including the ability to use effective listening and verbal communications skills, the ability to communicate with people at all levels and the ability to write effective business correspondence
- Well-developed time management skills, including the ability to identify, prioritize and complete tasks and projects in an effective and timely manner
- Ability to tell stories in writing and visual media.
- Ability to deal tactfully with people and develop good negotiations and conflict resolution skills
- Sound analytical and organizational skills
- Ability to make good, independent decisions and be able to effectively manage high profile projects simultaneously
- Presents a highly professional and positive image at all times
- Ability to work on a team